



For Information Contact:
Kate Schwab
MTD Assistant Marketing Manager
550 Olive Street
Santa Barbara, CA 93101
(805) 963-3364 x249
kschwab@sbmtd.gov

FOR IMMEDIATE RELEASE
July 15, 2010

MTD OFFERS “RIDE FREE DAYS” TO RAISE RIDERSHIP ON COMMUTER SERVICE

As commutes go, driving down Highway 101 from the Santa Ynez Valley to Goleta or Santa Barbara is much better than most. For the past five years, the Santa Barbara Metropolitan Transit District has done its part to make that commute even easier, with the Valley Express commuter service.

Originally funded in 2005 by a CMAQ (Congestion Mitigation Air Quality) grant, the Valley Express reached its highest ridership levels during the days of high gas prices in 2008. Now, with gas prices lower and the economy affecting jobs through layoffs or furloughs, ridership has declined.

In an effort to introduce – or re-introduce – the Valley Express to riders, MTD is presenting RIDE FREE DAYS on the Valley Express, July 21 through 27. New riders as well as current riders can save money and enjoy reclining seats, cup holders, reading lights and the newly added free WiFi.

Nate and Elizabeth Streeper drive together from Buellton to their jobs in Santa Barbara. “Elizabeth and I do plan on using the Valley Express that week,” says Mr. Streeper, Library Coordinator at the Santa Barbara Braille Institute. “It will be a nice break from driving.”

David Damiano, Manager of Transit Development and Community Relations at MTD, sees great value in RIDE FREE DAYS. “We know the best way to try something for the first time is to try it for free,” says Mr. Damiano. “By raising the Valley Express ridership this summer, MTD hopes to secure additional much needed funding, to keep the Valley Express running.”

For more information about RIDE FREE DAYS or the Valley Express routes, times and stops, call 805-963-3366, become a fan of “MTD Valley Express” on Facebook, or go to www.sbmtd.gov.

####